

Application Number: 09/851,636      Filing date: 05/08/01

First Named Applicant: Eva Lana

Title: Mindmatch: Method and System for Mass Customization of Test Preparation

### ABSTRACT

The invention is a method and system for providing dynamic, customized test preparation using a computer assisted search engine which retrieves: (1) specific solutions to sets of questions that a particular user is answering incorrectly, (2) teaching modules on how to solve each general case of question that appears within the searched set, and (3) new assignments of questions similar in type to the searched set. The search function is fueled by a unique issue-based classification system, and triggered by a series of diagnostic tests that are designed to evaluate a user's weakness. The user begins the cycle by inputting his/her test results and the system matches the performance of the user and enables the user to gain training mainly in his/her weaknesses. The system includes media rich teaching tools, referred to as the "Living Page" because the question text is animated in a unique manner that highlights the steps of solution. As the user continues to train, the search engine continues to adapt to the user by retrieving materials that best suit the user at that instant. The user's history is recorded, evaluated and updated with each visit to the website, where this service will be hosted and principally provided to online users. The user may even design , within certain predetermined parameters, a self-prescribed course of study. The two main user driven modalities are referred to as "The Hedgehog " and "The Fox" : the former retrieves information along one specific line of inquiry (eg, user seeks to see every solution for every question of a single type), while the latter enables the user to scope the boundaries of the entire field and review preselected examples (eg, user requests information on every question under a particular category or issue and also wants to know how many other

Application Number: 09/851,636      Filing date: 05/08/01

First Named Applicant: Eva Lana

Title: Mindmatch: Method and System for Mass Customization of Test Preparation

categories would need to be studied before the field is exhausted). Finally, the digital product achieves customization by assigning a virtual tutor, referred to as the “Genie” to each user. The user will be able to select one of several personas to digitally accompany and plan the entire course of study through a series of emails and computer generated schedules and reminders. The user selected Genie will also proctor exams and evaluate replies to homework. In the event that the digital solutions do not provide adequate training, the program is designed with a “Hard Stop” button, so that the user may send an email to a live instructor and have his/her substantive question replied to by a trained teacher. This method of providing test preparation will enable the user to register for instruction in a variety of ways, including: (1) according to time spent on website (i.e., number and/or length of visits to visit), (2) by subject (eg, a bundle of services triggered by a user’s response to a subject test would include solutions, training sessions and a customized drill set) or (3) as a way of enhancing live course delivery and CD-Rom study aids.